

Spring 2016

## Zoetic Fitness

Brooke S. Fremeau

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# ZOETIC

by

BROOKE FREMEAU

(Under the Direction of Santanu Majumdar)

## ABSTRACT

Graphic design is a problem-solving field. A client or company tasks a designer with a problem, and to solve that problem the designer uses 2D fundamentals and technology. As a designer, one must carefully listen to the client to understand their needs before making design decisions. While graphic designers are responsible for creating stunning visuals for both print and digital media, one of the most important aspects of graphic design is branding. Broadly speaking, branding is the process involved in creating a unique name and image for a product or service in a consumers mind. Through branding, the designer aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

One of the first steps in the branding process is market research. Through my primary and secondary research it became apparent that there are a lack of current fitness facilities that were able to meet consumers need for a holistic approach to their fitness and wellness. I created Zoetic because I wanted to explore creating a brand that would not only provide these services but maintain a cohesive brand identity throughout all aspects of the touchpoints, as well as, to understand the aspects of fitness and wellness on a personal level. Zoetic is a full service facility devoted to the overall health and wellbeing of its members. The services offered at Zoetic are, CrossFit, Personal Training, Yoga and Meditation, Nutrition, and Massage Therapy.

Zoetic consists of several touchpoints, such as a website, member benefits booklet, brand guidelines, mobile app, cookbook, large format promotional signage, screen printed t-shirts, and

a promotional video. Consumers engage with a brand first, then they are drawn into the service and ideals via marketing, and ultimately they are able to connect with the company on a personal level through the touchpoints. Each touchpoint facilitates a gateway between consumer and company, which strengthens brand presences and loyalty.

INDEX WORDS: Branding, Marketing, Graphic Design, Corporate Identity, Brand Identity, Fitness, Health, Wellness

ZOETIC

by

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B.A., Lynchburg College, 2012

A Dissertation Submitted to the Graduate Faculty of Georgia Southern University in

Partial Fulfillment of the Requirements for the Degree

MASTER OF FINE ART

STATESBORO, GEORGIA



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ZOETIC

by

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Electronic Version Approved:  
May 2016

## DEDICATION

This thesis is dedicated to my family. Thank you for always supporting me and allowing me to follow my dreams.

## ACKNOWLEDGMENTS

I would like to acknowledge my thesis chair, Santanu Majumdar, my thesis committee Edward Rushton and Marc Moulton. Thank you for pushing me to be better each and every day. Their guidance has helped me become a successful student and professional.

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## CHAPTER 1

### INTRODUCTION

Overall marketing and branding strategies created for companies are based on the target market and the product. Initially, I conceptualized Zoetic based on my own heightened personal interest in health and wellness. However, upon researching current fitness and wellness facilities, it became apparent that there were few options for consumers who wanted to take a holistic approach to their health—an approach that covered all aspects of health and wellness services within a single facility. From this discovery the full idea and true inspiration for Zoetic was born. The evidence proved for a market need to create a full-service health and wellness facility for the defined target market. The target market of 20 – 40 year olds, was selected because it best represents the age range during which people are willing to make lifelong changes to their routines. Once these changes are adopted they become the foundation for a happy and healthy lifestyle.

Zoetic is a hypothetical company, which I created to grow my understanding of corporate identity, marketing, and what I see as one of the most important aspects of graphic design: branding. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers. Creating a successful and cohesive brand is important for attracting and retaining members. Zoetic consists of several graphic design touchpoints created with branding, corporate identity, and marketing in mind. In, *This is Service Design Thinking*, Marc Strickdorn describes a touchpoint as, “every contact point between a customer and the service provider” (35). The underlying concept of Zoetic is to capitalize on the opportunities that touchpoints take by reflecting it in a holistic approach to health and wellness through the use of a single, inclusive facility.

## CHAPTER 2

### MARKET RESEARCH

To create a successful company, a designer must understand both what consumers want *and* consumers need. The most fundamental aspect of creating a successful company is to understand the basic definition of marketing, “the activity of creating, communicating, delivering and exchanging offerings that benefit the customers” (Kerin 6). The first step in the marketing process is to discover the needs and wants of prospective customers and then create a product or company that satisfies the needs and wants of the customers.

There are two types of customers, the ultimate consumer, and the organizational consumer. The ultimate consumer is an individual buying for themselves or their household. An organizational consumer is one who buys goods and services for the company’s use or for resale. The marketing plan Zoetic has implemented would target the ultimate consumer: those who buy for themselves or their household. Having identified the consumer type, the next step was to create a marketing plan is to beginning with market research. That research is “the process of defining a marketing problem and opportunity, systematically collecting and analyzing information and recommending actions” (Kerin 195). Market research is a means to an end; it is designed to lead to tangible marketing actions that increase sales and profitability. There are three steps to market research, identify market needs, link needs to actions, and execute marketing program actions.

The first step in market research is to define the problem. The problem, in this case, is that there is a lack of facilities that provide a holistic approach to fitness and wellness. During the investigation of what types of companies already existed that offered these services, it was apparent that there was a large gap in this market segment.



The second step is to develop the research plan. This phase is primarily focused on building a plan for how the information and data will be collected. The most efficient way to collect primary data is to create a survey or questionnaire. The survey method used to collect the necessary information was questionnaire data, which are facts and figures obtained by asking people about their attitudes, awareness, intentions, and behaviors.

The third step in the marketing research approach is collecting relevant information; to do this I created an online questionnaire on people currently attending fitness facilities on a regular basis. The online survey served as my primary source of knowledge from my target market. During this online survey, I polled 122 people in order to better gauge what the market segment wanted and needed. The survey posed 15 questions (Figure 1); these questions gave a general overview of how often the surveyor frequented a gym; what time they went; what amenities were important; and the price they were willing to pay for such services. The fourth step in market research is to develop findings and present the findings. From this survey, a total of 122 people were surveyed, eighty-four were female and thirty-eight were male. The two most relevant statistics found during this study were that 84% of the people surveyed who attended a gym on a regular basis were 20-40 years old and that 84% of the people surveyed would be more inclined to go to a massage therapist, personal trainer, or nutritionist if they were located in the same facility. Because of this information the target market for Zoetic was chosen, 20-40 year olds were the highest percentage of people that attended a gym on a regular basis. These statistics directly influenced the choices that the services Zoetic would offer that its target market.

This survey and other secondary sources were the basis for the majority of the decisions made during the creation of Zoetic. Because of the lack of holistic-approach facilities, I wanted to look into creating a brand that would not only provide these services but only maintain a

cohesive brand identity throughout all aspects of the aforementioned touchpoints, Ultimately, this approach should help the consumers understand the aspects fitness and wellness on a personal level. Due to the lack of health and wellness holistic-approach facilities, I knew I needed to create a brand that would succeed through the services that were provided, and excel in light of a cohesive brand identity. After understanding the most important services a holistic health and wellness facility could offer, the next step was to create the Zoetic brand identity.

Figure 1 - Survey

#### Survey Questions

1. What is your age?
  - a. < 20 years old
  - b. 20 - 24 years old
  - c. 25 - 34 years old
  - d. 35 - 44 years old
  - e. 45 - 54 years old
  - f. 55+ years old
2. What is your gender?
  - a. Male
  - b. Female
3. How often do you go to the gym a week?
  - a. 1 time a week
  - b. 2 - 3 times a week
  - c. 4 - 5 times a week
  - d. 6+ times a week
  - e. Never
  - f. Other \_\_\_\_\_
4. I typically visit the gym between:
  - a. 5 - 9 am
  - b. 9 - 11 am
  - c. 11 am - 2 pm
  - d. 2 - 4 pm
  - e. 4 - 6 pm
  - f. 6 - 9 pm
  - g. Other \_\_\_\_\_
5. I visit the gym to:
  - a. Enhance sport performance
  - b. Train for bodybuilding/power lifting
  - c. Lose weight
  - d. Maintain physical condition
  - e. Meet people and socialize
  - f. Stay healthy
  - g. Other \_\_\_\_\_
6. How important are the following when joining a gym:
  - a. Equipment
  - b. Personal Trainers
  - c. Price
  - d. Amenities (locker room, juice/protein bar, pool)
  - e. Atmosphere
  - f. Group Fitness Classes
7. How far away from the gym do you live:
  - a. Within 2 miles
  - b. Within 2 - 10 miles
  - c. Within 11 - 15 miles
  - d. More than 15 miles

8. What activity do you use most when visiting the gym?
- Free weights
  - Weight machines
  - Cardio Equipment
  - Swimming
  - Group Classes (yoga, pilates, spinning, aerobics, etc.)
  - Other \_\_\_\_\_
9. Would you be more inclined to go to a massage therapist, personal trainer, or nutritionist if they all worked together in helping you achieve your goals and were located in the same place?
- Very
  - Somewhat
  - Not Very
  - Not at all
10. What is a reasonable price when buying a gym membership?
- \$10 - \$30 per month
  - \$30 - \$50 per month
  - \$50 - \$70 per month
  - More than \$70 per month
11. If you could add extra services to your gym, what would they be?
- Nutritionist / Meal Plan Assistance
  - Nutritional Supplements
  - Nutritional Seminars
  - Juice / Protein Bar
  - Tanning Salon
  - Massage Therapist
  - Fitness Tracking Software
  - Child Care Area
  - Other \_\_\_\_\_
12. What would be an appropriate monthly fee for a gym that offered the services chosen above?
- \$ \_\_\_\_\_
13. How inclined would you be to become a member of this facility if it contained the services offered above?
- Very
  - Somewhat
  - Not very
  - Not at all
14. Would you prefer:
- Gender specific facility
  - Co-ed facility
15. Any other comments or suggestions?

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## CHAPTER 3

### HEALTH AND WELLNESS

Health and wellness have become major topics of conversation recently; people want to live longer healthier lives for themselves and their families. The Oxford English dictionary defines health as, “the condition of being well or free from disease.” Being healthy includes not only the physical state of a person but also the overall mental state as well. Wellness refers to, “the state of being in optimal mental and physical health” (Merriam-Webster). Wellness is about living a life full of personal responsibility and, therefore, taking proactive steps for one’s entire well-being.

There are two key dimensions related to an individual’s wellness. The first aspect is physical wellness. This means exercising, eating well, and so on. Physical fitness increases physical wellness. By being physically fit and well, people are better able to take care of themselves and others. They are also able to prevent illness and disease better. The second dimension of wellness is emotional. Being confident, having self-esteem, and building trust are all important for one’s emotional wellness. A person who is emotional well is aware of their feelings and is able to properly cope with them. Emotional wellness implies a person can deal well with stressful situations.

Unfortunately, we live in a culture of quick-fixes where we are constantly told by advertisements that a pill or miracle cure is going to fix all of our problems. Whether due to stress, poor health, or anxiety, our current culture focuses too much on the ‘cure’ instead of prevention. There are four key components that everyone should focus on improving in our daily lives to improve our overall wellness: exercise; nutrition; spiritual practice; and rest and relaxation. If everyone would simply focus on improving these four daily habits, our health and well-being would improve drastically. This is where daily wellness routines are essential.

Zoetic will be able to provide services to their members that will help improve these four daily habits for better health and well-being.

The first key factor is exercise. Obesity rates in the United States are incredibly high with, “more than one-third of adults are considered obese. More than 1 in 20 have extreme obesity” (NIH). Clearly, exercise is a devalued commodity in our society. Research suggests that staying active may lower a person’s chance of getting heart disease, stroke, some cancers, type 2 diabetes, and other conditions (NIH). Various experts suggest varying exercise guidelines to meet every week such as thirty minutes of cardiovascular exercise three times per week minimum. For this reason, CrossFit is the type of physical activity offered at Zoetic.

From the beginning, the aim of CrossFit has been to forge a broad, general, and inclusive fitness. The idea behind CrossFit is to build a program that would best prepare trainees for any physical contingency. Simply put CrossFit is, “constantly varied, high-intensity, functional movement” (CrossFit 3). CrossFit is a core strength and conditioning program, it is not a specialized fitness program but a deliberate attempt to optimize physical competence in each of ten fitness domains. These domains are cardiovascular/respiratory endurance, stamina, strength, flexibility, power, speed, coordination, agility, balance, and accuracy. CrossFit was developed to enhance an individual’s competency at all physical tasks. The basis of all CrossFit programs are functional movements, everyone at every age needs to be able to perform functional movements on a daily basis. CrossFit has been designed to “teach everyone who can care for themselves to perform safely and with maximum efficacy the same movements typically utilized by professional coaches in elite and certainly exclusive environments” (CrossFit 7).

Nutrition is the second aspect of wellness that needs improving in everyone’s daily lives. Diet and nutrition can be an overwhelming subject. A large number of websites, diet books, and people each have individual opinions regarding what is a good and bad diet. The most important

factor when thinking about nutrition is that moderation is key. Everyone's bodies are different and will not have the same results from the same diet or nutrition plan. The best way to see results and to stick with a nutrition plan is to find one that works for you. Meeting one on one with a nutritionist who can take into account your history, your current eating habits, and your exercise regimen is the best way to see results. For several decades, bad science and bad politics have joined hands to "produce what is arguably the most costly error in the history of science – the low-fat diet. This fad diet has cost millions unnecessary death and suffering from heart disease, diabetes, and it increasingly seems, a host of cancers and other chronic and debilitating illnesses" (CrossFit 36).

The recommendation that seems to be the longest lasting and easy to follow for the average everyday person is to, "eat meat and vegetables, nuts and seeds, some fruit, little starch and no sugar" (CrossFit 39). This recommendation is adequate to the task of preventing the multitude of diet-induced disease, but more accurate and precise prescription is necessary to optimize physical performance. A good diet will increase energy, sense of well-being and acumen, while simultaneously losing body fat and increasing muscle. Because there seems to be such a wide variety of choices for what the correct diet might be, and the fact that everyone's body is so different Zoetic has added the benefits of working one on one with a nutritionist to satisfy each members needs.

The daily practice of spiritual wellness is important to one's overall wellness and well-being. Daily spiritual practice is the positive habit of connecting with a higher power or ideal whether that is God, nature, or the mystery of the universe. You do not have to be a religious person to have a spiritual practice. The purpose of daily spiritual practice is, "to disengage from the petty irritations and distractions of life and open the mind and spirit to see the bigger picture. A daily spiritual practice should nurture, uplift, and inspire" (SSRF).

One way to engage in spiritual wellness is through the practices of yoga and meditation. Yoga and meditation have their roots in ancient cultures, but they have both become modern day movements. According to the 2007 National Health Interview Survey, more than twenty million Americans meditate regularly and more than thirteen million do yoga. According to the National Center for Complementary and Alternative Medicine, many forms of meditation have evolved from ancient religious and spiritual traditions. Although practices vary today, most meditation techniques aim to train attention and awareness to help bring thoughts under control. “Studies show how helpful a regular meditation practice can be for relieving pain, anxiety, and stress” (ABC News). Daily practice of meditation can begin to allow one to gain control of their thoughts and better control their emotions.

Yoga is also an ancient practice taught in more than 200 schools throughout the world. The aim of yoga is to connect the mind and body through careful breathing and movement. The practice of yoga is through mind and body to improve physical, emotional, and mental health. As with meditation, “studies find that regularly doing downward dogs and warrior poses can help manage stress and anxiety” (ABC News). Studies by the Group Health Research Institute in Seattle found that after several weeks of taking yoga classes, subjects reported fewer backaches and greater lower-back mobility. A daily regimen of both meditation and yoga can help improve one's physical and mental well-being.

The final important aspect of wellness is rest and relaxation. In our harried world, the benefits of rest and relaxation cannot be overstated. Too often people are running on too little sleep and too much anxiety. Relaxation is also important, the mind needs rest and play. One option for rest and relaxation is massage therapy. According to the Mayo Clinic studies of the benefits of massage demonstrate that it is an effective treatment for reducing stress, pain, and muscle tension. Beyond the benefits of helping with specific conditions or diseases, some people enjoy massage

because it often produces feelings of caring, comfort, and connection. The key to massage is to make appointments regularly, taking part in scheduled self-care can have dramatic impacts on one's wellness. Massage therapy should be thought of as a necessary piece of one's health and wellness plan. With all of the health and wellness benefits, that is why the final service offered at Zoetic is massage therapy. The services offered at Zoetic encompass the four important aspects of wellness because the key to creating a daily wellness routine is to make it simple and easy to maintain.



## CHAPTER 4

### BRANDING

The most important aspect of graphic design is branding, which can be described as, “a disciplined process used to build awareness and extend customer loyalty. Branding is about seizing every opportunity to express why people should choose one brand over another” (Wheeler 6). Branding helps create a cohesive and compelling look to a company, without a cohesive look the consumer will have a hard time recognizing the brand. Branding is best described as a process; conducting research, clarifying strategy, designing identity, creating touchpoints, and managing assets. One of the first steps in the branding process is researching what consumers need.

Through research, it was apparent that there was a lack of facilities that were able to meet consumers need for a holistic approach to fitness and wellness. Many facilities addressed the need for fitness, but they did not help their consumers with the wellness aspect. Also, some, facilities addressed the wellness need, but there was a lack of facilities that addressed both fitness and wellness in the same location. Through the primary research the idea for a holistic facility was born, consumers would be able to have all of their health and wellness needs addressed in one location with all of these specialists working together.

The second step in the branding process is clarifying a strategy. Some of the central questions that a designer must consider are: What is the company going to stand for? What will the company be named? What are the key messages the company will convey? To answer these questions finding the right name for the company was the next step, “the right name is timeless, tireless, easy to say and remember; it stands for something, and facilitates brand extensions” (Wheeler 22). After tireless research the name Zoetic was established, Zoetic communicates the essence of the brand and supports the image that the company will convey. The definition of Zoetic

is, “of or relating to life: living, vital” (Merriam-Webster). The name Zoetic also is unique, easy to remember, and is differentiated from the competition. Having these qualities in mind, the name Zoetic was selected for the company. Using the definition of Zoetic helped create the tagline for the company, “Transform Your Lifestyle.” Taglines are a short phrase that captures the company’s brand essence, personality, positioning, and distinguishes the company from its competitors. Taglines have become what the brand stands for and delivers.

The tagline for Zoetic is imperative; it commands action from its consumers. The name Zoetic was chosen because it represents the foundation of what the company believes in, living. To create a healthy and happy lifestyle, the consumer must be able to access all aspects easily and confidently. It is up to the consumer to transform what their life will be, that is why “Transform Your Lifestyle” was chosen for the tagline. Zoetic was created for those who are interested in changing their lifestyle forever not just following the latest fad or trend.

Once I created the name and tagline I began designing, or the third step in the brand process. “Design is an iterative process that seeks to integrate meaning with form. The best designers work at the intersection of strategic imagination, intuition, design excellence, and experience” (Wheeler 144). One of the first steps in creating a brand identity for a company is to create the logo. This is the first element that builds awareness and recognition for Zoetic.

There are many types of logos; wordmarks, letterforms, emblems, pictorial marks, and abstract or symbolic marks. A logo can be dissected into three basic elements: shape, color, and content. The brain acknowledges distinctive shapes that make a faster imprint on memory. Color is the second element in the sequence. Color can trigger emotion and evoke a brand association. The brain takes more time to process language; so content is the third in this sequence behind color and shape. Zoetic’s logo is a wordmark (Figure 2). A wordmark is, “a freestanding word, the best

wordmarks imbue a legible word or words with distinctive font characteristics, and may integrate abstract elements or pictorial elements” (Wheeler 52).

Figure 2 – Zoetic Logo



The stylized “O” symbol with the line under becomes the symbol used as a secondary mark for the logo (Figure 3). The company name Zoetic is enough to differentiate it from other brands, but then with the extra emphasis on the “O” symbol, it brings a whole new characteristic to the logo. The second most important characteristic about the Zoetic logo is the choice to emphasize the “O” with a bright green. As mentioned above, color evokes emotion, expresses personality, and creates brand association. The primary brand color is assigned to the symbol, and the secondary color is assigned to the logotype. The intent of the color green is used to represent life, renewal, and energy. Green is also associated with the meanings of growth and harmony. In the physical sense, the color green brings with it a sense of hope, health, adventure, and self-control. Zoetic’s ultimate goal is to encourage its consumers to transform their lifestyle and to have a happier and healthier life.

Figure 3 – Secondary Symbol



Once I created the logo for the company the next step was to create the look and feel of the company throughout the touchpoints. Wheeler states that a look and feel of a company is the visual language that makes a system proprietary and immediately recognizable. Keeping a consistent look and feel throughout the touchpoints was imperative. This support system of color, imagery, typography, and composition is what makes an entire identity cohesive and differentiated. The best designers, “create an overall look that resonates in the mind of the customer and rises above the clutter of a visual environment” (Wheeler 148). All elements of the visual language should be intentionally designed to advance the brand strategy, each doing its part and working together as a whole to unify and distinguish.

Before the touchpoints could be created for Zoetic I needed to establish the brand guidelines. Brand guidelines not only safeguard the integrity of the design and the designer, but they ensure the consistency of the brand. The brand guidelines for Zoetic include more elements than just the basic designation of the logo do’s and don’ts, the appropriate colors, and the correct font family. The main visual aspects of the brand identity are addressed as well, ensuring that readers understand why branding is an essential element of design.

Some of the important aspects of the brand guidelines are the standards for the logo. These standards allow the designer to understand how the logo will be used, what clear space is necessary, and what colors are appropriate (Figure 4). Another very important aspect of the brand guidelines are what font families allowed on all marketing materials for Zoetic (Figure 5). The layouts of the stationary are also addressed in the brand guidelines to make sure that the external viewers are able to easily identify Zoetic. These guidelines show the appropriate spacing for letterheads, business cards, and envelopes (Figure 6). Large format signage is another key aspect in keeping the brand consistent on all levels. The large format banners will be seen throughout the facility and need to represent the image and emotion that Zoetic wants to evoke from its members (Figure 7). The brand guidelines go on to detail numerous important aspects of the brand identity and even delve into the international standards in the case that the company goes global. The international standards were created using the original standards and were converted to the metric system as well as including some stationary items that are not customary in America (Figure 8). Once the brand guidelines were established it was time to start working on the touchpoints of Zoetic.

Figure 4 – Brand Guidelines Logo

#### ZOETIC FITNESS LOGO

The Zoetic Fitness logo is the immediate visual representation of our company, our people, and our brand to the world. To continue to support name recognition and build brand awareness in the marketplace, the logo must appear as shown in at least one location on

all print, electronic, and promotional items. Consistent use of the logo across all marketing materials is vital for clear communication and perception of the brand.

#### PRIMARY LOGO

The primary logo should be used on all marketing materials, print and electronic. This is the logo that our customers should recognize as our brand.

**ZOETIC**

#### SECONDARY SYMBOL

The secondary symbol, or "O symbol" should be used on all apparel. This symbol will be used as the primary symbol on apparel, it can only be used in black, green or white. Primary color choice for the "O symbol" is green.



#### LOGO USAGE

The Zoetic Fitness logo can be placed on any color background, as long as the logo is the most prominent icon. When placed on

photography, the logo should appear in a clear space of the image.

#### TWO-COLOR EXAMPLE

The two-color Zoetic Fitness logo should be used whenever possible, if the standard two-color logo will not suffice then the secondary option is to use the one-color logo in either black or white. See example to right.



#### ONE-COLOR EXAMPLE

The one-color Zoetic Fitness logo is only for applications where the two-color version will not suffice, the only colors that can be used for the one-color logo are black or white. The one-color logo can also be used on promotional materials as necessary. See color palette for color application choices.



Figure 5 – Brand Guidelines Typography

## TYPOGRAPHY

Typography plays an important role in ensuring a lasting impression of our brand. The following two font families should be utilized for all of Zoetic Fitness's marketing materials but not limited to, signage, promotions, advertisements and retail items.

### FONT FAMILY: BARON NEUE

The Baron Neue font family should be used when for headlines or titles of articles, etc. Baron Neue comes only in capital letters and should be used accordingly. Some examples of when to use the Baron Neue font family are

#### BARON NEUE - REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 ! ? &

### FONT FAMILY: AVENIR NEXT

The Avenir Next font family comes in three recommended weights, Bold, Regular and Italic. The Bold weight is approved for sub headers and has a minimum font size of 10 points. The Regular weight can be used for body copy and the Italic weight should

Zoetic Fitness uses the font families shown below to allow for a full range of practical and creative uses and to ensure consistency across all marketing materials.

for headlines in a magazine article, headline of a news article, title of a page, or a main header on a sign. The minimum font size for Baron Neue is 12 point.

be used for product titles or captions. The minimum font size for Regular and Italic is 7 points. There is also a Condensed version of the Avenir Next font family that is approved for legal disclaimers and has a minimum font size of 5 points.

### Avenir Next - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 ! ? &

### Avenir Next - Regular & Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 ! ? &

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 ! ? &

### Avenir Next Condensed - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 ! ? &

Figure 6 – Brand Guidelines Stationary

## LETTERHEAD FRONT

Letterhead shown at 50%

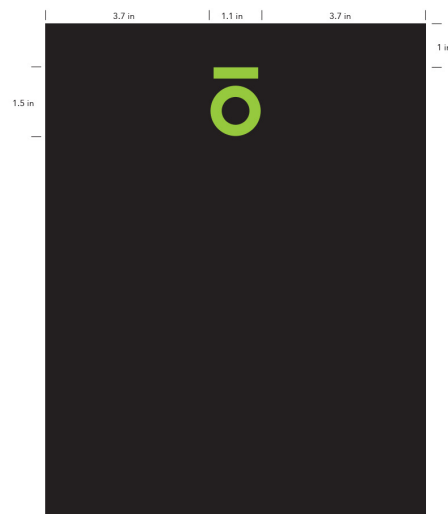


Dimensions: 8.5 in x 11 in  
Colors: Logo - 100% Black & 375 C  
Text - 100% Black

Typeface: Contact Info - 10 pt, Avenir Next Regular

## LETTERHEAD BACK

Letterhead shown at 50%

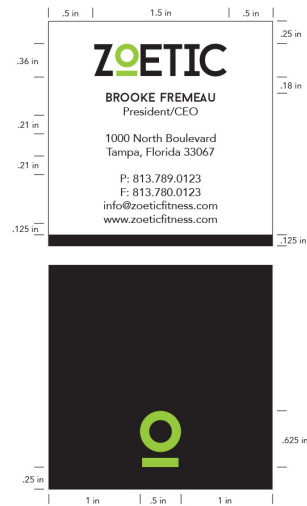


Dimensions: 8.5 in x 11 in

Colors: Logo - Pantone 375 C

## BUSINESS CARD FRONT & BACK

Business card shown at actual size



**Dimensions:** 2.5 in x 3.5 in  
**Colors:** Logo - 100% Black & 375 C  
**Text:** - 100% Black

**Typeface:** First & Last Name - 10 pt. Baron Neue; all caps.  
Title - 9 pt. Avenir Next Italic;  
Address & Contact Info - 9 pt. Avenir Next Regular

## #10 ENVELOPE FRONT & BACK

Envelope shown at 65%



**Dimensions:** 4.125 in x 9.5 in  
**Colors:** Primary Logo - 100% Black & 375 C  
Secondary Logo - 375 C  
**Text:** - 100% Black

**Typeface:** Address - 10 pt. Avenir Next Regular

## Figure 7 – Brand Guideline Large Format Signage

### LARGE FORMAT SIGNS

Throughout our facility at Zoetic Fitness we will have large format signs that will be hung representing the image and emotion that we want to evoke in our clients when they working out or using our facilities. The large format signs will be black and white photography. The banners will be hung from the ceiling and mounted to the walls.

These banners will change throughout the year and will be taken by a professional photographer. Only images approved by Zoetic Fitness are to be hung as the large format signs.

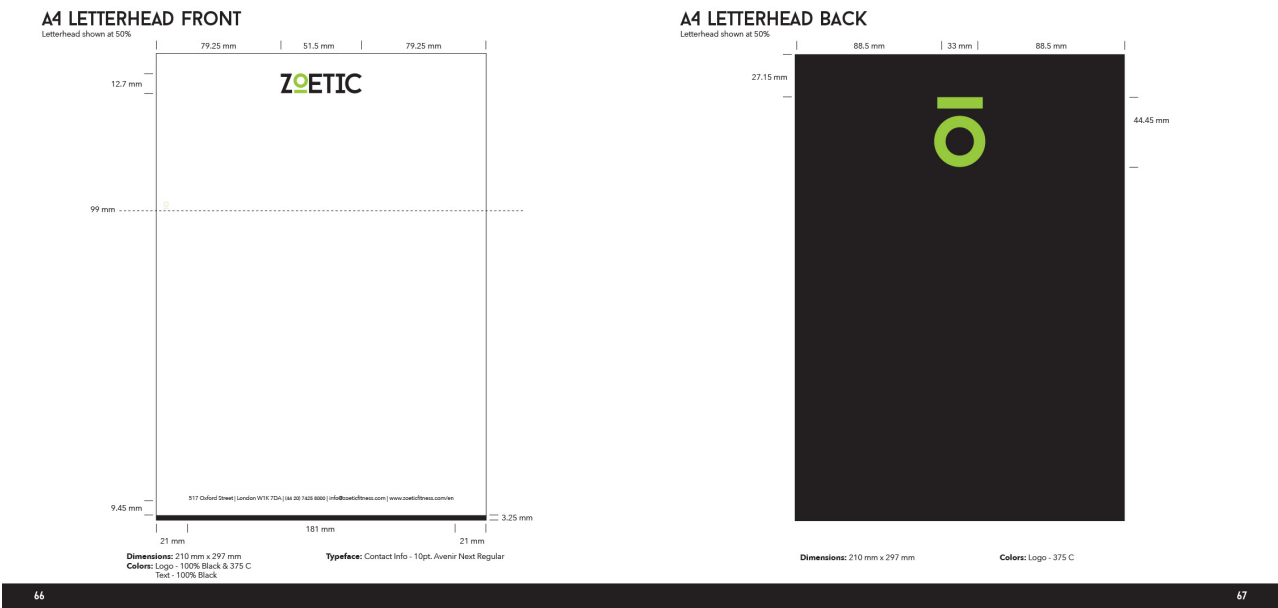
### HORIZONTAL SIGNS



### VERTICAL SIGNS



Figure 8 – Brand Guideline International Standards





## CHAPTER 5

### TOUCHPOINTS

As part of the overall design, I used multiple mediums for creating the touchpoints of Zoetic such as print, video, website, mobile app, and t-shirts. One of the important details of all of the printed items for Zoetic that make the company even more unique are the paper, finishing, and binding techniques. The print items include a die-cut folder with membership benefits booklet, cookbook, large promotional signage, and business cards. The first item members would receive when coming into Zoetic as a prospective member would be the welcome folder and membership benefits booklet. The welcome folder was created as a 9 x 9 die cut, printed on 80# black cover using white toner (Figure 9). This design and printing technique was used to create a unique look and feel for Zoetic, white toner is a new printing feature that is just now being offered. The white toner was used for the folder to create a simplistic and clean aesthetic. The membership benefits booklet was designed to highlight the five services Zoetic has to offer: CrossFit, personal training, yoga and meditation, nutrition, and massage therapy (Figure 10). The paper choice for this booklet was 80# ice pearlescent stock cover. The pearlescent paper was chosen for the member services booklet so that when the member leaves Zoetic they walk away with two very unique and impressionable pieces. The intent of creating such unique pieces is to show that Zoetic as a company cares about their impression on their members, from the items the member takes away to the atmosphere and experience within the facility.

Figure 9 – Welcome Folder

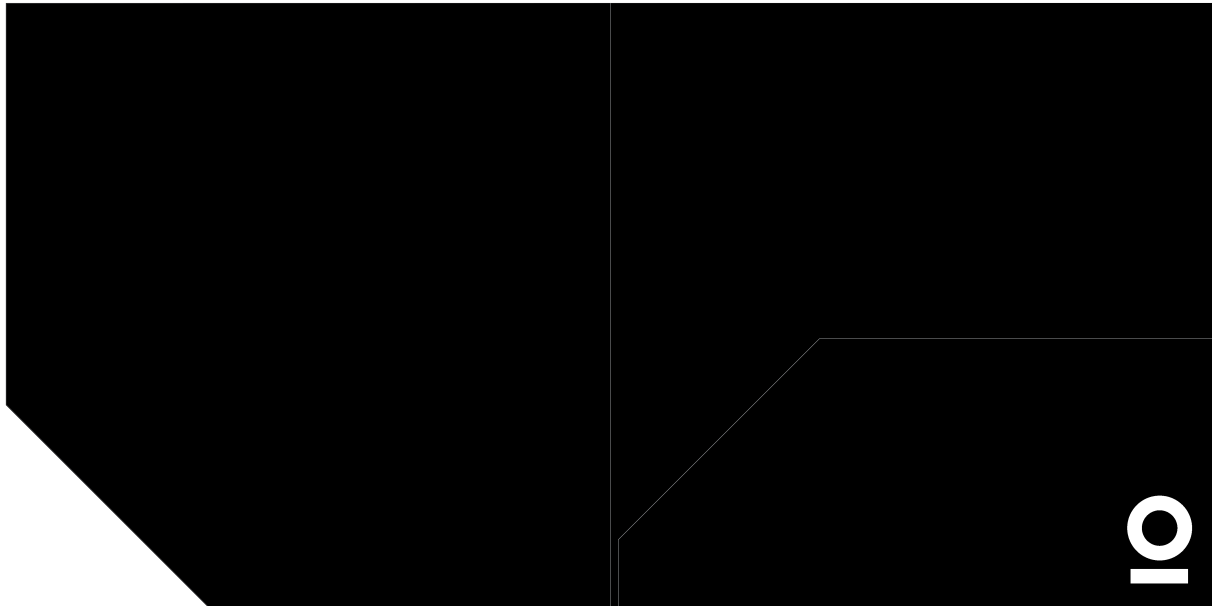


Figure 10 – Membership Benefits Booklet



After joining Zoetic the new member would receive the complimentary cookbook with recipes created by the nutritionists. The cookbook was designed with the same intent of creating a unique and memorable time for the member. The cover of the cookbook was printed on 80# black cover with white, green, and clear toner. The insides of the cookbook were printed on 80# synthetic text; the synthetic paper was chosen for the inside of the cookbook because synthetic paper products are built to last yet are flexible just like paper (Figure 11). The synthetic paper is moisture and grease proof, chemical resistant and easily wipe off if anything is spilled on it. Because the cookbook will be used in the kitchen it needed to with stand the environment, thus the choice for synthetic paper. The cookbook entails a beginning information section that breaks down the basics and idea behind healthy cooking and eating. There are then five sections for breakfast, lunch, dinner, smoothies, and desserts. Each section is broken down using a specific color so that the reader can easily choose a section if they are looking for a specific meal. The recipes include an icon representing the time spent cooking, servings per recipe, and calories per serving. The icons are used to make it easier for the reader to know right away what the recipe will entail.

Figure 11 – Cookbook



The final print item designed for Zoetic are the large format signage. These signs were created to be hung around the facility. These large format signs will have images of current members wearing the Zoetic clothing (Figure 12). The banners will change throughout the year based on new clothing being designed and printed. The banners are printed on vinyl adhesive. The vinyl is presentation quality with pressure-sensitive adhesive that sticks for as long as needed without cracking or peeling. The white-matte finish creates a sharp image that brings the photos to life. The large format banners will have two current members of Zoetic modeling the current clothing available for purchase. The images are photographed on a dark background with natural lighting used in the foreground to help illuminate the shirt designs and the subject's expression.

Figure 12 – Large Format Signage



The next major touchpoint for Zoetic is a promotional video that highlights the services Zoetic has to offer. The promotional video was created to use in the entrance of Zoetic and would feature current members working out in CrossFit classes. The viewer can watch the video to feel as though they are part of the Zoetic family and community. The videos main purpose is to entice potential members to feel like they can achieve the same level of fitness and community that they see with current Zoetic members (Figure 13).

Figure 13 – Video Still



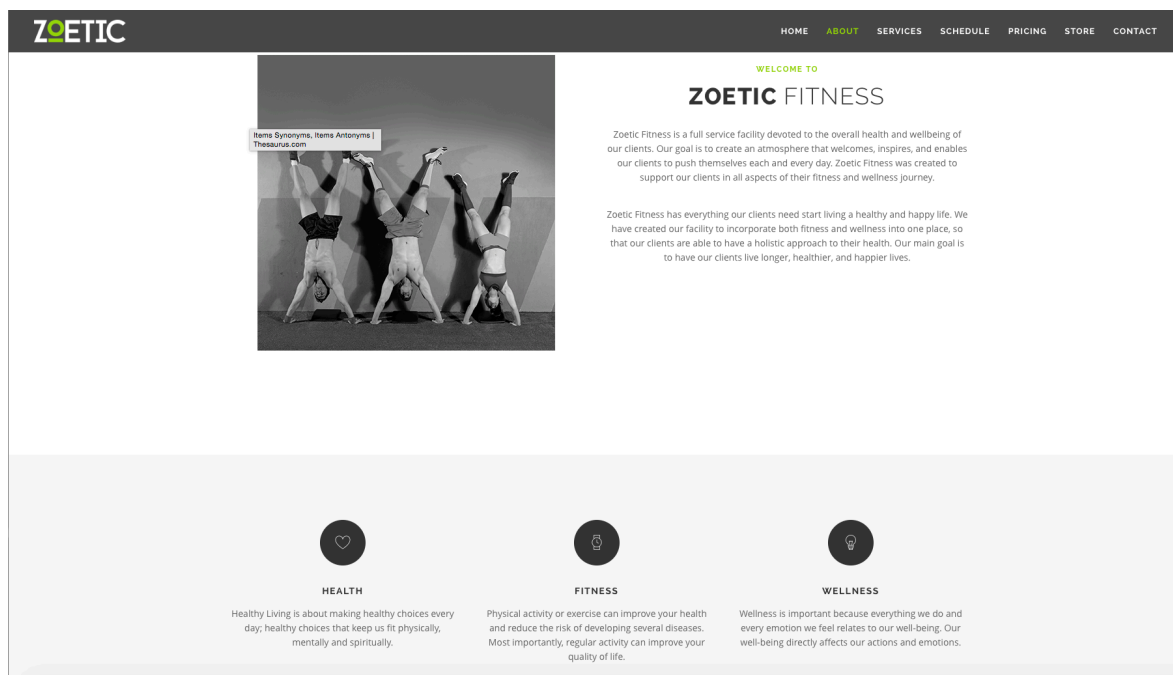
The website was the next touchpoint created for Zoetic. With the use of technology being so important to society, it was necessary to create a website to visit to learn more about what Zoetic has to offer. The website was designed to be clean and easy to use. It is a one-page layout, that allows the user to scroll down through the entire page or to use the tabs at the top to skip down to a specific area of interest. The website houses all the necessary information for someone who might be interested in joining Zoetic. It begins with a brief introduction of what Zoetic believes in as a



company and explains what health, fitness, and wellness mean (Figure 14). Further down the page the visitor can see the team members of Zoetic and a little bit about their background and history. All of the services that Zoetic has to offer are listed with descriptions about both that align with the member services booklet that would be handed to the member in person.

The promotional video and pricing can also be found towards the bottom of the website. The website maintains a clean and simplistic look throughout. The colors that represent Zoetic remain consistent with the green used as a highlighting feature for important headers and information. Near the bottom of the page, there is a map and contact information for those potential members to get in touch with the company.

Figure 14 – Website Screenshot



The mobile application has a similar simplistic look and feel to the website that all current members can view on a tablet or mobile phone. After one has become a member they will be able to create a login and password for the mobile app. The mobile app was created to allow Zoetic members to have all of their information in their hands at all times. Through the mobile app, a member can see the schedule for CrossFit and yoga and meditation classes, add-on additional services to their existing membership, schedule massage and nutrition appointments, and keep up the with latest events at Zoetic.

The final touchpoint created for Zoetic is clothing design. There are three designs created for the shirts. The clothing designs would update year-round to keep a fresh and exciting look for Zoetic. The shirts were created using a two-color design to highlight the “O” symbol. These shirts are black with black and green ink printed on the front and a simple green “O” symbol used on the back. The shirts would vary on styles depending on what is in style and popular at the time and what is in season. They could range from t-shirts to sweatshirts, tank tops to baseball t-shirts.

The shirts were created as a way to have free marketing and advertising for Zoetic, when a member wears their shirt out in public others will notice and want to learn more about the company. Shirts are also used as a way to make the members feel like they are part of the team. Everyone wants to be a part of the community created during their time spent at Zoetic and to represent the company. The first design for the shirt is a simple two color black and green Zoetic logo on a black t-shirt (Figure 15). The second design ties in the tagline of the company, transform your lifestyle. This shirt was designed with the same theme in mind of simplicity and style. The main focus point is the “O” symbol in the center of the chest in green with the tagline in a circle around it using black ink (Figure 16). The final design focuses on the tagline, transform your lifestyle. The tagline is printed large and bold in black ink with an accent of the “O” symbol in

green at the end of the tagline (Figure 17). On all of these shirts the “O” symbol is placed on the back of the shirt between the shoulder blades as an accent. These designs would be the staple of the company because they are simple yet unique because of the choice to print black ink on a black shirt. The shirt designs would change as well, with updated and unique designs. All shirts would utilize the two color option for the logo.

Figure 15 – T-shirt Design #1





Figure 16 – T-shirt Design #2



Figure 17 – T-shirt Design #3



## CHAPTER 6

### CONCLUSION

The brand Zoetic was created to demonstrate the design essentials needed for a corporate brand identity. A brand identity can be seen, touched, heard, and watched; it fuels recognition, amplifies differentiation, and makes big ideas accessible. Each touchpoint facilitates a gateway between consumer and company, strengthening brand presence and loyalty. The core values of Zoetic are to inspire others, create confidence, embrace change, and believe in oneself. The tagline “transform your lifestyle” captures the company’s brand essence, personality, and positioning.

Zoetic is a full service facility devoted to the overall health and wellbeing of their consumers. The target market for Zoetic is 20 - 40 year olds who are actively pursuing a holistic approach to their overall health. This market segment is interested in understanding the correlation between, proper nutrition, exercise, and finding a supportive community. The main goal of Zoetic is to have their members live longer, healthier, and happier lives.

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